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CORPORATION FILE

A WARTIME VISIT TO THE MANUFACTURING DIVISION OF MARSHALL FIELD & COMPANY · INC

THE MILLS

of The Manufacturing Division of

MARSHALL FIELD & COMPANY

TOWEL MILL — HOSIERY MILL

FIELDALE, VA.

KARASTAN RUG MILL — BEDSPREAD MILL

LEAKSVILLE, N. C.

SHEET MILL — BLANKET MILL

DRAPER, N. C.

FINISHING MILL — BLEACHERY

WOOLEN MILL — RAYON MILL

SPRAY, N. C.

ZION LACE CURTAIN MILL *ZION, ILLINOIS*

MARSHALL FIELD & COMPANY
222 NORTH BANK DRIVE
CHICAGO, ILLINOIS

July 31, 1943

To Our Shareholders:

You will be interested I know in the booklet which we have prepared and are sending herewith, entitled "A Wartime Visit to the Manufacturing Division of Marshall Field & Company".

You have every right to feel proud of the extent and diversity of our textile mills' operations and of their contribution to the war effort. The booklet is intended to give you that complete and up-to-date picture.

After you have read it you may decide that it will be of interest to your friends or business associates. If so, please pass it along.

Yours very truly,

President

IN WARTIME
AS IN PEACETIME

☆

☆ In wartime as in peacetime, all the products made by The Manufacturing Division of Marshall Field & Company must, of course, be completely worthy of the fine name they represent.

They all must be products of sound quality, of high character, of real worth. They all must be distinctive, dependable products. They all are.

The flow of civilian goods out of our mills into stores is naturally limited now by the large amount of our goods that is going to war, and by other restrictions brought about by the country's war needs.

The fact that The Manufacturing Division of Marshall Field & Company is equipped to utilize all of the major fibers — cotton, wool, rayon, nylon, silk — results in a diversity of products unique in the textile industry.

What these goods are, where they go, and how they are marketed, is here summarized.

Peacetime Products Welcomed in Homes All Over America

In peacetime The Manufacturing Division of Marshall Field & Company specializes in the making and marketing of distinctive, dependable textiles for homes. The production of large quantities of war goods is now limiting their number and diversity. But it does not reduce their quality. All of these Field-worthy products will enter the postwar period with the high character that entitles them to ready acceptance.

KARASTAN RUGS

When introduced fifteen years ago, Karastan Rugs created a sensation. Even experts found it difficult to distinguish these machine-woven rugs from real Oriental rugs. Almost immediately, they were advertised by a leading store as "The Wonder Rug of America", a description that has been synonymous with the name Karastan ever since. These rugs, woven on specialized looms, are outstanding in quality and in beauty.

The rugs include the top quality Karastan worsted line, and three wool groups, one of which is in carved patterns. The new Cotton Rugs by Karastan, introduced as a wartime measure, have been so successful that, without doubt, they will continue as peacetime products. A luxurious quality of wool broadloom, sold through selected distributors, is also a peacetime product of the Karastan Rug Mills in Leaksville, N. C.

ZION LACE CURTAINS

The lace curtains woven of cotton in the mill at Zion, Illinois, are marketed as Zion Lace Curtains and as "Zionets". All of them are sheer, light-inviting curtains. The fashion belle of the lines is the Zionet group—introduced in 1940.

Zionets are real achievements in styling, outlawing the term "old fashioned", so often applied to lace curtains. Decoratively correct, fine quality, modern-day curtains, they merit their slogan—"The new curtain for smart windows".

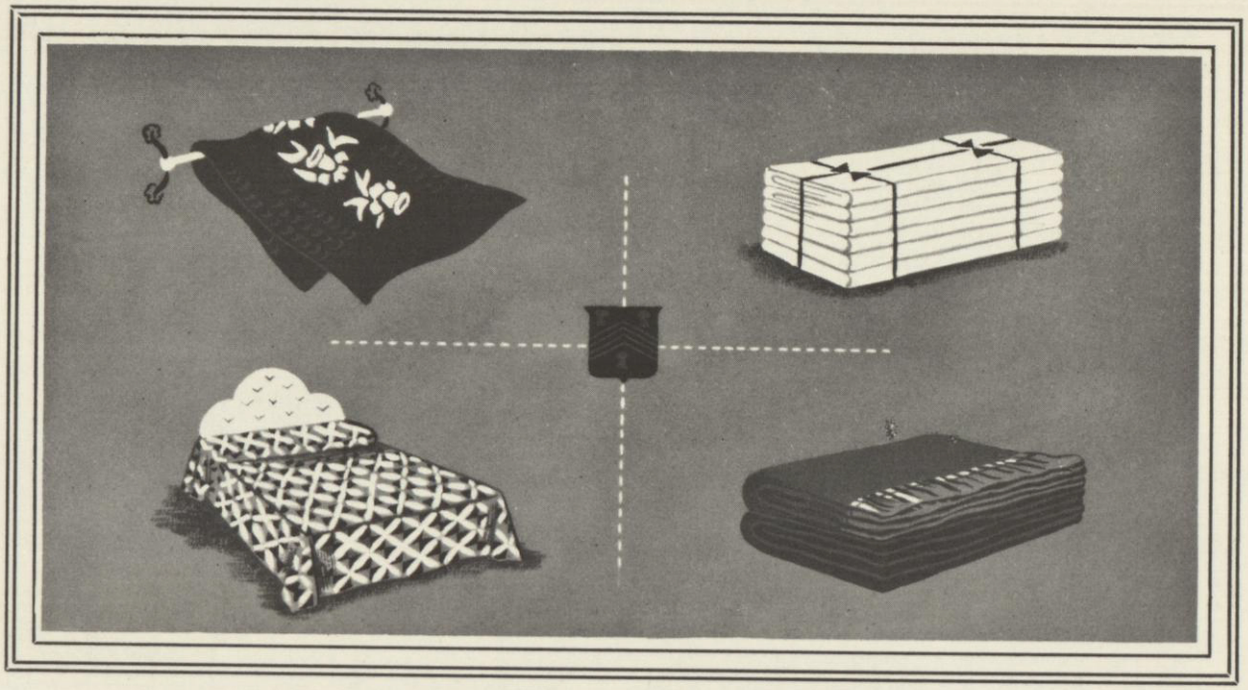
La France Hosiery

Women's full fashioned hosiery is knitted in Fieldale, Va. First it was made of silk, then of nylon, and now of rayon. La France hosiery is known as "The Stocking Beautiful". This hosiery is marketed through a selling agent to selected distributors nationwide.

Piece Goods

Suiting for men's and women's apparel and men's overcoating are woven in the Woolen Mill. Before the war, woolen automobile upholstery was also a product of this Mill.

Dress fabrics, linings, and other rayon cloths, including novelties, are woven in the Rayon Mill. They are distributed and sold in the grey to converters and finishers.



FIELDCREST DOMESTICS

☆ ☆ ☆ All over America, countless linen closets of supplies — sheets, towels, blankets and bedspreads — come from the mills in North Carolina and Virginia. These domestics are marketed, in large part, under the brand name of "Fieldcrest". Some are sold through distributors and under private labels.

Fieldcrest Sheets and Pillowcases

All of them are famous for their high character points of whiteness, smoothness, and sturdiness. The three sheet groups are Duracale, the 180-thread long-wearing percale; Golden Gate, the 140-thread heavy muslin; and Wearwell, the 128-thread service muslin.

Fieldcrest Towels

These products are of many types for many uses. "Kwik-Wipe" and "Easi-Dri" towels and toweling for kitchens; huck towels for utility use; towels for beaches; and the notable terry towel group—bath and guest sizes, wash cloths and bath mats. The distinctive colors and textured designs in the "fashion" group of towels have quite properly gained this group entree into the finest stores and the best homes.

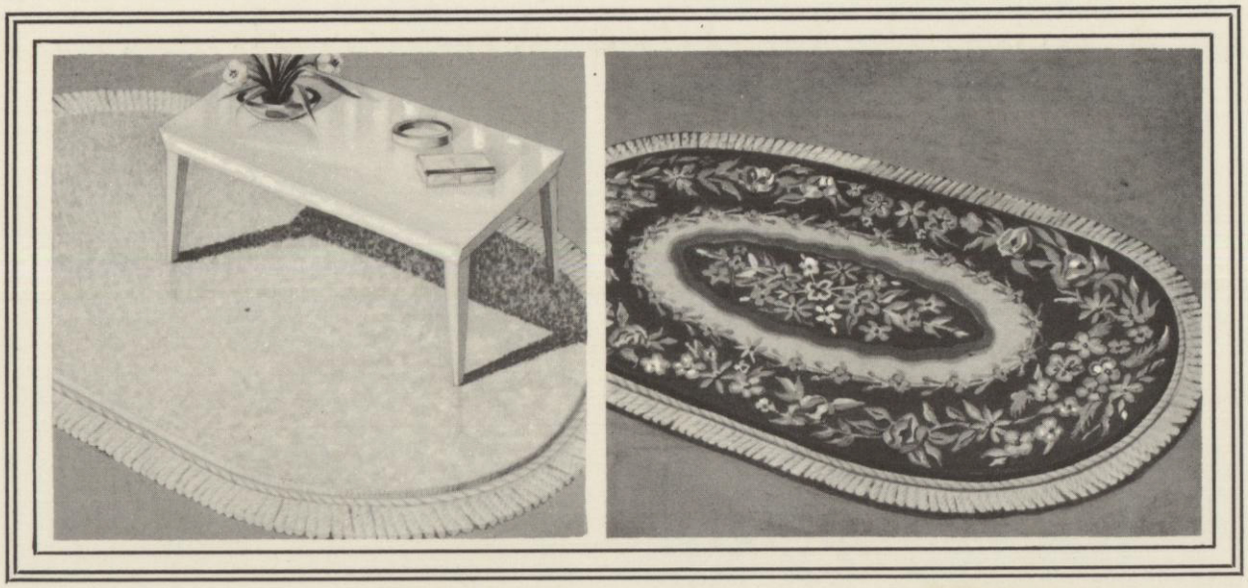
Fieldcrest Blankets

To this group goes the unique distinction of providing stores with every type of blanket from one resource. The different types produced include all-cotton blankets; cotton-and-wool; rayon-wool-and-cotton; and, in peacetime, beautiful all-wool blankets.

In 1941 Fieldcrest made and sold the first blanket using Celanese spun rayon yarns. As "Fieldcrest Celamar" this rayon-wool-and-cotton blanket now receives more promotion by stores than any other one Fieldcrest blanket.

Fieldcrest Bedspreads

Made on Jacquard looms, these spreads are woven of cotton in test-fast colors. They are sturdy, inexpensive and represent sound value.



New Products Keyed to the Times in Civilian Goods

☆ ☆ ☆ A program of research and planning for new goods and the bettering of present day goods is being carried out at the Mills. Introduced in July, 1942, the Cotton Rugs by Karastan, born of the wartime emergency that sharply limits the use of wools, are notable new products. Just now being presented to the trade are the luxurious tablecloths in damask patterns, woven of Celanese rayon in the Rayon Mill. And a star, in a smaller way, is the wartime shopping bag from the Zion Lace Curtain Mill. Made for the Marshall Field & Company store in Chicago, with the store name woven into the lace, the bag is very popular with many shoppers.

COTTON RUGS *by* KARASTAN

These rugs glamourize cotton as never before and give American homes distinctive rugs for their important rooms. Their colors have been described by home furnishings experts as "some of the most beautiful ever seen in rugs."

Since they were presented one year ago, they have been the joy of the fashion-press and better stores. There are two groups—one in patterned styles, in sizes as large as 6 x 9; one in monotone, textured style in sizes as large as 12 x 20.

NEW TABLECLOTHS *by* RAYON MILL

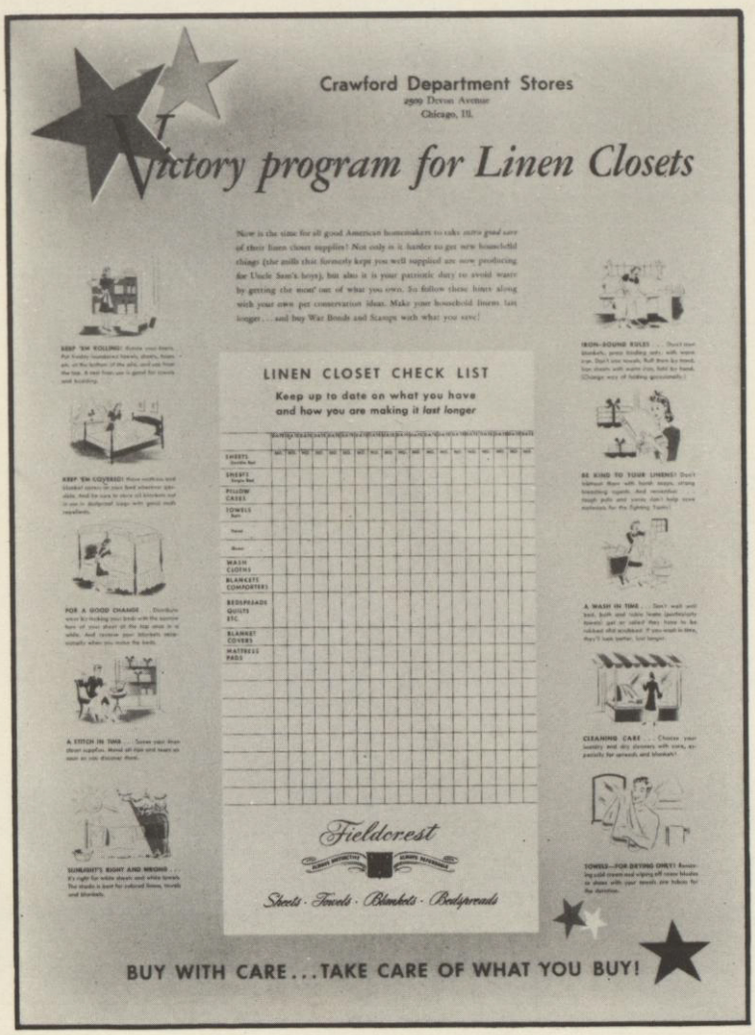
These distinctive new cloths and napkins, woven of Celanese rayon yarns, are described by their finisher and distributor as a triumph in weaving, and as the first cloths of their kind that have ever been produced in this country.

Their damask patterns and satin-like luster make them rich backgrounds for fine table appointments. Women can rely on them for long service, and will place them high on their list of new and prized possessions.

THE PROMOTION OF FIELDCREST DOMESTICS

☆ Fieldcrest Domestics are nationally advertised with the slogan, "Always Distinctive—Always Dependable," in House Beautiful, House Beautiful's Guide for the Bride, House & Garden, Better Homes & Gardens, and the Ladies' Home Journal. One advertisement of the series is shown on the opposite page. The peacetime program for dealer material is, by necessity, curtailed now, but direct-mail calling attention to the wartime national advertising, posters on conservation of household domestics, and messages in trade publications keep the Fieldcrest Products to the fore with stores. The sheets, bedspreads and blankets are all complete with informative labels, showing the Field crest.

Colorful poster furnished stores for distribution to their customers.


Crawford Department Stores
2909 Devon Avenue
Chicago, Ill.
Victory program for Linen Closets
LINEN CLOSET CHECK LIST
Keep up to date on what you have and how you are making it last longer
Fieldcrest
Sheets · Towels · Blankets · Bedspreads
BUY WITH CARE...TAKE CARE OF WHAT YOU BUY!

Typical of the messages dealers see each month in trade publications.

1
The faster American industry supplies war materials—
War Products
IN USE
ON LAND—ON SEA—IN THE AIR
Among many products these are current: osnaburg, cotton yarn, sheets and sheeting; pillowcases; terry bath towels and hand towels; cotton duck; parachute cloth; all-wool blankets; wool overcoating.
2
The more War Bonds everyone buys—
WAR BONDS
INVESTMENTS IN FREEDOM
3
The sooner homes will be free to enjoy all peacetime comforts.
Fieldcrest
SHEETS
Durracale · Golden Gate · Wearwell
TOWELS • BLANKETS • BEDSPREADS
The Manufacturing Division of Marshall Field & Company, Inc.
MERCHANDISE MART, CHICAGO • 82 WORTH STREET, NEW YORK • 730 SOUTH LOS ANGELES STREET, LOS ANGELES
MILLS: LEAKSVILLE, DRAPER & SPRAY, N. C. and FIELDALE, VA.

ing on Land, on Sea, Air . . . Everywhere . . .

e parachute strapped to the back of the sailor in any ship on or under the sea—all ır materials are so varied, and their use so n would have to include every theatre of produced 12,530,981 yards of war materials. the list of textiles made and in the wn on the preceding page.

Wool Overcoating and Wool Lining Cloth for the Army

Osnaburg

Parachute Cloth for the Army Air Force

Camouflage Nets for the Army

Cartridge Bag Cloth

Cotton Duck—for the Army and Navy

Flare Cloth and Fragmentation Cloth

War Products . . . Serv
Under the Sea, in the

☆ ☆

☆ The officer's coat worn in Ireland, t
airman over Germany, the blanket over the
may easily be products of our mills. The w
widespread, that a recital of their destinati
the war. Since January 1, 1942, our mills hav

Millions of yards are on order. Here

making, including the six sh

All-wool Blankets for the Army and Navy

Blankets of 50% wool—50% Celanese rayon for indoor use of the Coast Guard

Barracks Blankets— 75% cotton—25% wool

Mosquito Netting

Hosiery for WAACS and Army Nurses

Sheets for the Army and Navy

Towels for the Army and Navy

Unusual Textiles Are Produced for War Goods

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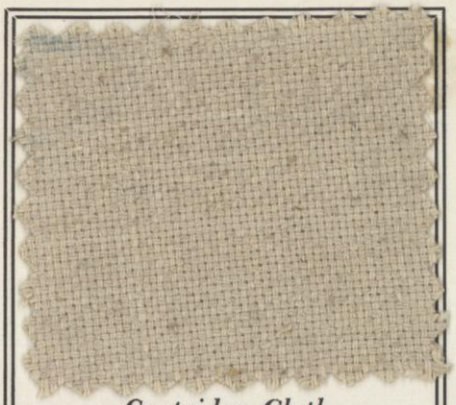
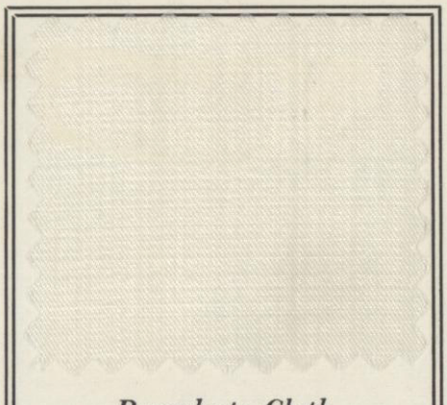
☆ The materials shown here illustrate interesting developments brought about by the war in the use of traditional and new fibers to meet military needs. These six were selected from a long list of fabrics The Manufacturing Division has been called on to produce.



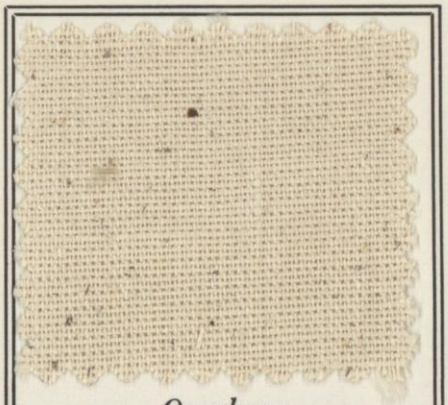
Cartridge Cloth

—of silk waste, is made up into bags that keep gun powder intact, disappear with the discharge of the gun.



Parachute Cloth

—woven of the new wonder-fiber, nylon, replaces the silk formerly used for the making of human parachute cloth.



Osnaburg

—coarse, cotton sacking, is valuable for agricultural purposes and supplies material for military needs of many kinds.

Camouflage Netting

—woven of cotton, makes huge, deceptive nets that successfully conceal men and equipment from the enemy.

Cotton Duck

—woven in light and heavy weights, is used in seemingly limitless ways for a great variety of war equipment.

Fragmentation Cloth

—woven of rayon, is made up into parachutes that are used for the dropping of delayed action bombs.

THE NAME YOU'LL KEEP!

Proudly, you'll change your name to his.
And, wisely, you'll keep
the name "Fieldcrest"
as the signature of your linen closet—
both in the moderately-priced essentials
you'll buy (and pamper) now,
and in the stacked-high niceties
you'll add when peacetime comes again!

The Manufacturing Division of Marshall Field & Company, Inc.

MERCHANDISE MART, CHICAGO • 82 WORTH STREET, NEW YORK • 730 SOUTH LOS ANGELES STREET, LOS ANGELES

The

PROMOTION OF Karastan Rugs

Karastan Rug Mills follow a consistent, proved program of promotion to dealers — and through dealers, to consumers. The Karastan franchise agreement secures the better stores all over America as outlets for the rugs, assures the stores full profits, provides cooperative advertising. Advertisements of Karastan Rugs by these stores are impressive in appearance and in numbers. Blueprints for Karastan departments, material for store displays, dealer advertisements for each season, helps for salespeople — are included in the promotion plan. Trade publications are used consistently for messages from Karastan to dealers.

Karastan Promotion Bulletins — in attractive format — go to dealers Spring and Fall.

Typical of the prepared advertisements furnished to stores for their use.

Mmm! GLORIOUS COLORS
IN THE NEW COTTON RUGS
BY KARASTAN
Machine Woven U. S. A.
For a color-treat, make straight for these wonders from the Karastan weavers. You'll see some of the most beautiful colors ever woven into rugs. And you'll find rugs that will add richness to your home. They're unmistakably new and high quality, every one a long-time investment!
KARA-FLEUR
patterned ovals and oblongs
$0.00
KARA-SHAG textured beauty
$0.00—Small sizes and room sizes — as large as 12 x 20.
KARAMIZED
Scores of Color-Tones
Decorator Colors
COTTON RUGS by Karastan
STORE NAME

☆

An outstanding element in the success story of Karastan is the unusual promotion given these rugs by stores. Separate Karastan departments, such as the photograph shows, are in many of the best stores all over the country. "Karastan Weeks," novel contests, and dramatic displays, are a regular part of the promotion programs.

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The PROMOTION *of* Zionet Curtains

The Zion Lace Curtain Mill has promoted its quality line of Zionet Curtains since 1940 with national advertising in the Ladies' Home Journal, Good Housekeeping, Better Homes & Gardens, and American Home magazines. This national advertising has been supplemented with a steady program of dealer material on the Zionet and Zion lines. Prepared advertisements are furnished stores along with posters and other display material. All of the curtains are complete with attractively designed, informative labels.

ZION LACE CURTAIN MILL, ZION, ILL.
Marshall Field & Company, Inc., Manufacturing Division

Typical of the magazine advertisements for Zionet Curtains.

Zion Lace Curtain Weavers
are NOW Making
HAIR NETS for HEAVY ARTILLERY
SNOODS for TANKS, TRUCKS, JEEPS
BUT we want to help you sell your
Zionets
and here are the selling helps
ZION LACE CURTAIN MILL, ZION, ILLINOIS

The Spring, 1943, Bulletin to stores announced the interesting war program at Zion Lace Curtain Mill.

IN WARTIME AS IN PEACETIME

Channels of distribution for civilian goods are maintained in this war period in the same proportions that prevailed before the war. Retail stores, jobbers, mail order houses, and bulk purchasers all receive their fair share. Orders for merchandise are accepted only if there is every reason to believe the goods can be delivered as promised. The service The Manufacturing Division of Marshall Field & Company gives to the trade matches the high caliber of the products.

SALES OFFICES

IN NEW YORK CITY—

Fieldcrest Domestics—82 Worth Street
Karastan Rug Mills—295 Fifth Avenue
Zion Lace Curtain Mill—295 Fifth Ave.

IN CHICAGO—

Fieldcrest Domestics, *Karastan Rug Mills*, *Zion Lace Curtain Mill* — The Merchandise Mart

ON THE WEST COAST—

Karastan Rug Mills, San Francisco
Fieldcrest Domestics, Los Angeles

LA FRANCE HOSIERY—

James Jamison Company, *Selling Agent*
271 Church Street, New York

WOOLEN PIECE GOODS—

William Whitman Company
Selling Agent
261 Fifth Avenue, New York

RAYON PIECE GOODS—

William Whitman Company
Selling Agent
40 Worth Street, New York